



Blo Blow Dry Bar Celebrates Grand Opening In Greenwich, CT

*North America's Original Blow Dry Bar Debuts On Greenwich Avenue
Providing Guests With Beautiful Blow Outs That Will Get You "Tressed to Impress"*

Greenwich, CT—January 19, 2018 – Get ready to be blo-wn away because **Blo Blow Dry Bar** celebrated its official grand opening in Greenwich, CT (6 Greenwich Avenue) on Friday, January 19, 2018. The 1,200 square foot location features lush white chairs, sleek stainless steel and pops of pink, all of which define the world and essence of Blo.

"Blo Blow Dry Bar is thrilled to join the Greenwich community," said Blo Franchise Partner and Greenwich owner, Marianne Hammer. "We look forward to providing perfectly styled hair and an exceptional level of customer experience in a fun and friendly environment for women and girls of all ages! Flawless hair never goes out of style and we cannot wait to deliver beautiful, luscious tresses."

Based on the motto, "You're not cheating on your hairdresser," Blo is North America's original blow dry bar, with almost 100 locations, making it the world's largest blow dry bar franchise. No cuts, no color: Just wash, blo, go. Expertly trained "Bloers," aka stylists, deliver runway-ready hair in-bar, or onsite for any special event, with a signature blow out starting at just \$45. Blo customers can choose from a variety of styles, including: High Society (a high-altitude bun), Pillow Talk (tousled beach waves), Red Carpet (a smooth, classic blow out with lots of body), Go Fish (a perfectly crafted fishtail braid), Holly Would (a fun, flirty style filled with curls and plenty of bounce), Executive Sweet (skyscraper straight hair), and Hunt Club (a perfectly, polished ponytail).

Additional services include Blo's signature Blo Bridal in bar, which includes a personalized consultation prior to the big day. Blo On The Go (BOTG) Bridal service brings the style to a wedding party's hotel, reception or other location to guarantee picture perfect hair before walking down the aisle and saying, "I do." If a Guest is looking for something a little more glammed up, Blo offers a special "Up Do a La Carte," where our expert Bloers can replicate any style or up do.

In celebration of its official grand opening in Greenwich, CT, Blo will be offering \$29 blow outs Friday, January 19th to Sunday, January 21st (valid only at Blo Greenwich).

Blo Greenwich is open Monday – Wednesday from 9:00AM to 6:00PM, Thursday – Saturday from 9:00AM to 7:00PM and Sunday from 10:00AM to 5:00PM. The shop will also open as early as 7:00AM and close as late as 9:00PM by appointment. Walk-ins are accepted and online reservations are available at blomedry.com or via their app (available for iOS or Android). Appointments can also be made by calling the shop directly at (203) 340-9176.

ABOUT BLO BLOW DRY BAR:

Blo Blow Dry Bar's motto is: "You're not cheating on your hairdresser." No, seriously. Blo is North America's original blow dry bar, with almost 100 locations, making it the world's largest blow dry bar franchise. No cuts, no color: Just wash, blo, go. Guests choose from our signature styles featured in the Blo Hair Menu, from the razor-straight "Executive Sweet" to the runway-inspired "Pillow Talk." Blo Greenwich is owned by local entrepreneurs Bruce and Marianne Hammer.

ABOUT BLO GREENWICH:

6 Greenwich Avenue, Greenwich, Connecticut 06830 | 203-340-9176 | blogreenwich@blomedry.com

blomedry.com

FOLLOW BLO BLOW DRY BAR ON INSTAGRAM & TWITTER:
[@bloheartsyouth](https://www.instagram.com/bloheartsyouth) | [#bloheartsyouth](https://twitter.com/bloheartsyouth)

###